PROJECT NUMBER : 2305
PROJECT TITLE : Internation Flavor Development and Brand Support
PROJECT LEADER : J. Swain
PERIOD COVERED : July, 1991

I. PROCESS SUPPORT

A. **Objective:** To develop and evaluate process modifications to maintain subjective and physical quality.

B. **Status:** POL 0385 of Marlboro control and test cigarettes with reduced humectant RL's (46% solubles) and RCB has been released. Results are anticipated August 13, 1991.

Marlboro prototypes with 24% RCB from 330 ft./min. versus 350 ft./min. line speed trials at the BL Plant showed no obvious differences on the Flavor Technology panel. Further trials are being evaluated with RCB from 330 ft./min. vs. 350 ft./min. line speed with different dryer profiles prior to testing a higher line speed.

Marlboro cigarettes from the latest trial at the KC Spotswood plant for potential substitution of RLTC were made to qualify SRL-35. Subjective differences were shown with SRL-35 from the latest trial at the KC Spotswood plant at several substitution levels for RLTC. Discussions of potential modifications are in progress prior to a trial in September.

II. CAST LEAF PROGRAM

A. **Objective:** To develop and evaluate flavor systems for cast sheet utilization.

B. **Status:** Additional flavor formulations substituted for PM1 flavor were subjectively evaluated in Cast Leaf Lab sheets (#143-165) with selected levels of other additives. From comparisons to a blend with 50/50 RL and RLB, Cast Leaf Lab formulations with increased isosweet levels tended to be harsher with more throat irritation. Individual and combinations of flavors which showed subjective attributes most similar to the control blend were selected for further evaluation replacing RLB.

Subjective evaluations are in progress on sheets made from combinations of Guar and DAP/ammonium hydroxide binder treatments to select formulations for tests in blends.

III. NET PROGRAM

A. **Objective:** Provide Flavor Technology Support for the New Expanded Tobacco Program.

B. **Status:** The Flavor Technology Panel, Richmond Panel and MC Panel evaluated the Marlboro Ultra Lights with cased BLDET vs. cased NET BLDET and PM Lights

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with cased BFET compared to cased NET BFET. No subjective differences were noted.

PM Lights and Super Lights have been made to compare cased BFET to cased NET BFET. Subjective evaluation will be initiated as soon as analyses are completed.

IV. OPERATIONS SUPPORT

A. Objective: To significantly reduce alcohol levels in PM flavor systems, while maintaining product subjective integrity.

B. Status: POL's 0397 and 0398 results showed no differences for the Marlboro KS cigarettes with 100% reduction of alcohol in the BTC. Plans are in progress to make an initial trial with the 100% reduction of alcohol in the BTC of Marlboro at Louisville prior to extended trials. Evaluations are in progress for the six Marlboro models with alcohol reduction, humectant rearrangement and low humectant sheet by the MC panel.

The initial factory trial of 50% reduction of alcohol in the BTC was conducted at the Manufacturing Center. A storage study of the cigarettes has been initiated on the factory trial model. Merit KS with 100% ETOH reduction in the BTC evaluation has been completed by the MC panel. No differences were detected.

Semi-Works trials were completed for a Marlboro KS model with BTC-100% alcohol reduced, AC-20% alcohol reduced vs. Marlboro KS Control. Flavor Technology and Richmond Panel results showed no differences.

A Semi-Works run was completed for a Marlboro KS model with BTC-100% alcohol reduced, AC-30% alcohol reduced vs. Marlboro KS Control. Cigarettes have been submitted for analyses prior to internal panel evaluations.

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